

Message Text

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ACTION EB-11

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FM AMEMBASSY TOKYO

TO SECSTATE WASHDC 7012

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E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: FY-1974 COMMERCIAL OBJECTIVES

REF: A) STATE 128397; B) STATE 174330; C) TOKYO 8315

1) BEGIN SUMMARY: EMBASSY HAS REORGANIZED ORIGINAL SUBMISSION TO PERMIT MAXIMUM UTILITY BY DEPARTMENT OF POST'S FY-1974 COMMERCIAL OBJECTIVES. NEW RESPONSE NARROWS OBJECTIVES, REDEFINES THEM IN TERMS OF TARGET INDUSTRIES WHERE POSSIBLE, AND EXPANDS DESCRIPTION OF MEANS BEING USED TO ACHIEVE THEM. SINCE FORMAT USED BY HONG KONG APPERS MOST USEFUL FOR DEPARTMENT'S PURPOSES, SAME APPROACH IS USED BELOW. END SUMMARY

A) OBJECTIVE I: EXPAND IMPORTS OF COMPUTERS AND RELATED EQUIPMENT:

ACTION: (1) THE "COMPUTERS AND RELATED EQUIPMENT" THEME WAS TREATED INTENSIVELY IN THE TRADE CENTER'S TENTH ANNIVERSARY EXHIBITION OF DATA TRANSMISSION EQUIPMENT DURING THE LAST WEEK OF JUNE 1973. A SMALL EXHIBITION OF NEW-TO-MARKET FIRMS DISPLAYING THEIR PRODUCTS IN THIS SHOW WAS SENT ON TO OSAKA FOR FURTHER EXPOSURE TO THE WESTERN JAPAN MARKET DURING THE FIRST WEEK OF THIS FISCAL YEAR. FOR THE BALANCE OF THE FISCAL YEAR, THE EMBASSY WILL BUILD ON THIS EXHIBITION, E.G., HELPING FORMERLY NEW-TO-MARKET PARTICIPANTS CONSOLIDATE THEIR REPRESENTATIONAL ARRANGEMENTS IN THE MARKET, AND WILL EMPHASIZE COMPUTER CONTENT IN A VARIETY OF HIGH TECHNOLOGY TRADE CENTER EXHIBITIONS AND FAIR PARTICIPATIONS TO BE HELD DURING THE

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YEAR. A SPECIAL SOURCE DATA COLLECTION POINT-OF-SALE

DEVICES SHOW IS SCHEDULED IN THE FIRST HALF OF THE YEAR THAT WILL BE ENTIRELY COMPUTER RELATED. FURTHER A COMPUTER SHOW IS INCLUDED IN THE FISCAL 1975 TRADE CENTER SCHEDULE, AND SOME MARKET RESEARCH AND OTHER PREPARATION FOR THIS EVENT WILL FALL IN THE FISCAL 1974 COMMERCIAL SECTION OPERATIONS.

(2) DURING REMAINDERS FISCAL 1974 EMBASSY WILL GIVE SPECIAL ATTENTION TO MARKET DEVELOPMENTS IN THIS INDUSTRY AND SUBMIT SURVEYS GIVING STATUS OF JAPANESE COMPUTER INDUSTRY AS WELL AS MARKET OPPORTUNITIES FOR U.S. AS EVENTS OCCUR.

B) OBJECTIVE II: EXPAND IMPORTS OF PRODUCTION AND TEST EQUIPMENT FOR THE ELECTRONICS INDUSTRY.

ACTION: (1) NOVEMBER 1973 EXHIBITION AT THE TRADE CENTER HAS BEEN BROADENED INTO AN ELECTRONIC ENGINEERING EQUIPMENT THEME THAT WILL INCLUDE SOME EXHIBITS ADDRESSING THE ELECTRONIC PRODUCTION EQUIPMENT AND INSTRUMENTATION TARGET INDUSTRY. THE EMBASSY WILL ALSO ENCOURAGE PARTICIPATION BY U.S. FIRMS IN PRIVATELY ORGANIZED JAPANESE FAIRS SUCH AS THE INTERNEPCON EXHIBITION TO BE HELD IN JANUARY 1974 IN TOKYO. TO FURTHER SUPPLEMENT SUPPORT IN THIS TARGET INDUSTRY, HOWEVER, EMPHASIS IS BEING PLACED ON RECRUITMENT OF ELECTRONIC PRODUCTION EQUIPMENT BETWEEN SHOW PROMOTION FOR THE TRADE CENTER AND FOR THE AMERICAN MERCHANDISE DISPLAY OSAKA.

(2) SPECIAL EMPHASIS WILL BE GIVEN TO DEVELOPING TRADE OPPORTUNITIES IN THIS PRODUCT CATEGORY IN REMAINDER FISCAL 1974. SURVEYS UPDATING EVENTS IN THE INDUSTRY AND FOCUSING ON SPECIFIC MARKET OPPORTUNITIES WILL BE SUBMITTED.

(3) THROUGH THE COMMERCIAL NEWSLETTER AND IN COOPERATION WITH USTS CARRY OUT A CAMPAIGN TO URGE JAPANESE BUSINESSMEN TO VISIT U.S. FAIRS AND EXHIBITIONS IN THIS FIELD IN THE U.S.

(C) OBJECTIVE III: INCREASE SALES OF HEALTH CARE
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INDUSTRY EQUIPMENT AND INSTRUMENTATION.

ACTION: (1) FOR THE HEALTH CARE TARGET INDUSTRY, A MAJOR BIOMEDICAL EQUIPMENT AND INSTRUMENTATION EXHIBITION IS BEING RECRUITED FOR THE TRADE CENTER IN JANUARY 1974. A COMPLEMENTARY CONFERENCE IS PLANNED IN CONJUNCTION WITH THIS EXHIBITION TO MAKE IT AS ATTRACTIVE AS POSSIBLE TO THE JAPANESE MEDICAL PROFESSION.

(2) SAME AS (2) OBJECTIVE II ABOVE.

(3) SAME AS (3) OBJECTIVE II ABOVE.

D) OBJECTIVE IV EXPLAND IMPORTS U.S. CONSUMER GOODS INTO JAPAN.

ACTION: (1) EMBASSY IN FISCAL 1974 HAS SCHEDULE OF TWO IN-STORE PROMOTIONS AND A TRADE CENTER SHOW ON HOUSEWARES, AND PARTICIPATION IN AN INTERNATIONAL CONSUMER GOODS SHOW IN OSAKA.

(2) EMBASSY WILL SEARCH OUT ADDITIONAL OPPORTUNITIES, I.E. TRADE SHOWS AND OTHER ACTIVITIES CONDUCTED IN PRIVATE SECTOR TO BOLSTER IMPORTS U.S. CONSUMER GOODS.

(3) EMBASSY WILL CONTINUE DEVELOP AND REPORT LARGE NUMBER SPECIAL TRADE OPPORTUNITIES IN THIS AREA AND WILL SUBMIT AT LEAST TEN SURVEYS ON OPPORTUNITIES FOR SPECIFIC TYPES OF CONSUMER GOODS SIMILAR TO THOSE ALREADY SUBMITTED ON CAMPING EQUIPMENT, LESIURE GOODS, FRANCHISING, ETC.

E) OBJECTIVE V: COMMENCE OPERATIONS OF MAJOR PROJECTS COMMITTEE TO FOCUS ON U.S. EXPORT OPPORTUNITIES.

ACTION: (1) EMBASSY HAS ALREADY ESTABLISHED MAJOR PROJECTS COMMITTEE. FIRST ORDER OF BUSINESS WILL BE TO COMPILE LIST OF PROJECTS WHICH COULD CONTIN MAJOR U.S. EXPORT OPPORTUNITIES.

(2) SET UP SYSTEM FOR REGULAR REPORTING OF DEVELOPMENTS IN THESE PROJECTS WITH SPECIAL FOCUS ON U.S. EXPORT OPPORTUNITIES IN THEM.

2) OTHER PRIORITIES: EMBASSY WILL ALSO PLACE HIGH PRIORITY ON PROMOTIONS FOR MATERIALS HANDLING AND PRINTING EQUIP-
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MENT AS OPPORTUNITIES MAY OCCUR. IN ADDITION, EMBASSY WILL DEVOTE SOME RESOURCES TO COPE WITH HIGH INTEREST ON PART OF JAPANESE BUSINESS AND U.S. STATE DEPARTMENTS OF ECONOMIC DEVELOPMENT IN "INVEST IN USA." EMBASSY WILL ALSO DEVOTE EFFORTS TO REDUCING CERTAIN SPECIFIC NON-TARIFF BARRIERS. EMBASSY ACTIONS THAT ARE ANTICIPATED IN LATTER TWO PRIORITIES OUTLINED IN REFTEL A.
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